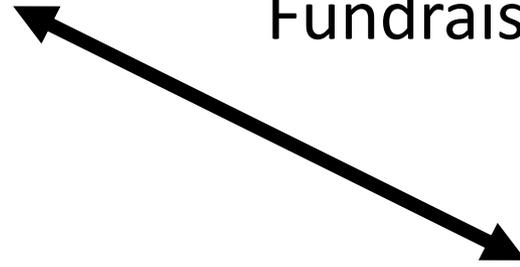


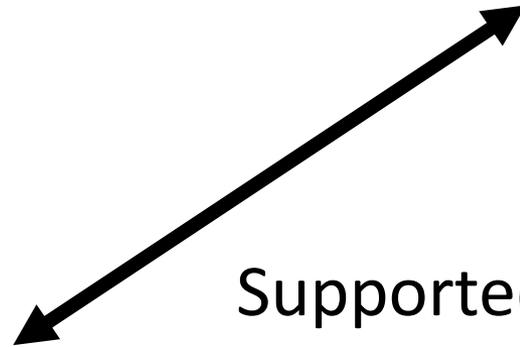




Fundraising division of



Supported by





**Children in the Wilderness**



CHILDREN IN THE  
WILDERNESS



Our aim is to inspire children to care for our natural heritage so that they can become the custodians of these areas in the future

Sharing the wonder of nature



CHILDREN IN THE WILDERNESS

**TERTIARY  
EDUCATION  
SCHOLARSHIPS**

Provides funding for students from our programme who are doing Environmental or Conservation courses at tertiary institutions

**SCHOOL SCHOLARSHIPS**

Provides children from our programme, who are doing well academically but whose parents are unable to afford to send them to secondary school, an opportunity to complete their schooling

**YOUTH ENVIRONMENTAL STEWARDSHIP (YES)**

The YES programme focuses on children with commitment and potential who have been identified in Eco-Clubs and on annual camps as showing leadership and an interest in conservation and on leadership qualities

**ANNUAL CAMPS**

A Wilderness Safaris/Partner camp is closed for a few days each year, and 12-30 children between 10 and 17 years old are hosted in the camp for a four-day educational and fun-filled programme, including lessons, games, practical sessions and wildlife activities

**ECO-CLUBS**

Throughout the year, we operate Eco-Clubs in rural schools in the communities with which we work. They follow a structured curriculum, providing all learners interested in the environment a chance to meet, learn, discuss and expand their knowledge of environmental issues. Children participating on the camps are selected from Eco-Clubs

**ECO-MENTOR AND TEACHER TRAINING**

Our Eco-Mentor Training aims to develop local community members, including local teachers and Wilderness Safaris camp staff by upgrading their skills in environmental understanding and enabling them to better implement school and village environmental projects and initiatives



**Tour de Wilderness**



- 2 divisions – Operational and fundraising division
- Umbrella Brand
- Create additional cycling events
- Remote/untouched locations
- Wilderness areas
- International boundaries
- Fundraising for Children in the Wilderness





- 13<sup>th</sup> fundraising event for CITW
- Total number of cyclists hosted: 3770
- Total number of international riders hosted: 438
- Total amount raised: Over ZAR 20 million



## Tour de Wilderness: A few statistics





# Nedbank Tour de Tuli 2017





Fundraising event





Support and assistance from 3 countries





Adventure through remote Africa

CHILDREN IN THE  
WILDERNESS



- Attracting Industry Leaders
- Limited field – Exclusive Experience
- Comradery and new friendships
- Unique cycling areas



What makes it different?

- Cycling along ancient elephant tracks
- Predominantly single track riding
- Un-manicured routes
- No route markings
- Small groups



What makes it different?

- Service orientated
- Five meals a day – two in the bush
- Luxury hot showers
- Massage services
- Bike technicians
- One tent & mattress per person
- Support desk
- Medical team
- Electronic charging station

What makes it different?





- Promotion of GMTFCA
- Marketing/PR
- Potential increase in tourism
- Increased awareness of sustainable conservation

Benefits to our partners



- CITW in the GMTFCA
- Community donations
- Short-term economic benefit for the area
- Long-term benefits: Skills training of local community members



Benefits to our partners



- Cyclists had a wonderful, life-changing experience
- Funds raised for CITW
- Awareness of the GMTFCA
- Training and skills development
- PR awareness for stakeholders
- Three countries working together

# Achievements



- Promotion of the unique qualities of the location
- Promotion of the GMTFCA
- Community interaction
- Support of local shops and school donations as well as food donations
- Park and wildlife donations
- Support of local industries
- Local labour

Positive impacts

- Camaraderie, friendship and networking
- Media coverage, DSTV, SABC, radio interviews, networking evenings, celebrity cyclists
- Internet coverage, Facebook, Twitter, blogs, websites
- YouTube clips and promotional movies



Positive impacts

- Management, logistics and administration – High service levels
- Camping site fees as well as traversing fees
- Raise funds for CITW



Positive impacts

- Cyclist perception of the event
- Theft and exclusive use of the remote sites
- Equipment for informal borders
- Storage of equipment
- Supplies in the right place at the right time
- Ensuring all stakeholders benefit



## Challenges

- Natural factors
- Wildlife and safety concerns
- Communication (lack of cell phone signal)
- Mobile data charges and connectivity
- Dynamic nature of event
- Setting dates minimum 2 years in advance  
(Permission extended to event not year)

# Challenges

- Clearing agents
- Permanent vs. temporary imports
- Access to supplies in neighbouring countries (statutory 64 regulations)
- Receiving government permission letters in time so that processes can continue
- Buy-in and communication from Country Coordinators



Cross border challenges





- Ensuring we know what permissions/cross-border requirements are needed
- Lack of communication to officials on the ground despite numerous meetings held
- All equipment/stock taken cross-border is used for the event and not for resale in that country – Import/export taxes

## Cross border challenges

- Hosting fundraising events since 2005
  - Experts in cycling events
  - Own equipment
- Support from Wilderness Safaris
- Long term partners and suppliers
- Benefits to partners and local communities
- Fundraising event vs. capitalistic approach



What makes the Tour a success?



- Organized and methodical approach – Forecasting problems and proactive in approach
- Willing to take on the challenge of operating under stressful conditions
- Dedicated Team
- Team selection (permanent and volunteer staff)
- High service levels



What makes the Tour a success?



*Never doubt that a small group of thoughtful,  
committed citizens can change the world.  
Indeed it is the only thing that ever has*

~ Margaret Mead

CHILDREN IN THE  
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**THANK YOU**

